

M. G. Stevenson

# HOW WE WON THE WAR



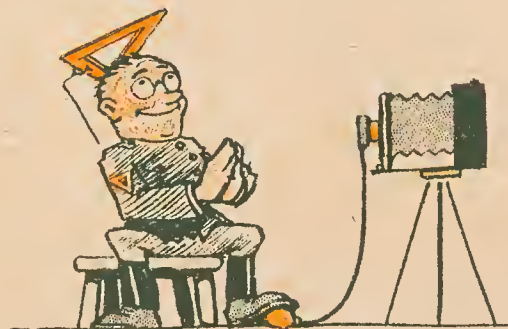




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**A** MODEST résumé of the YMCA's activities in the great war, illustrated with specially unposed snapshots by the 700 official whoop-er-up propaganda photographers who valiantly served under the Red Triangle.



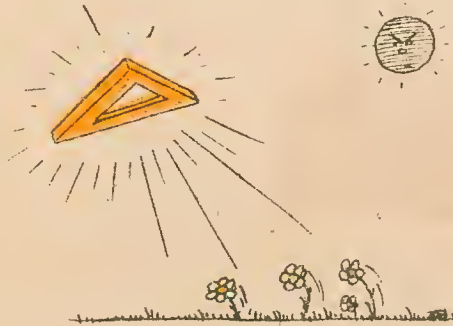
# HOW WE WON THE WAR



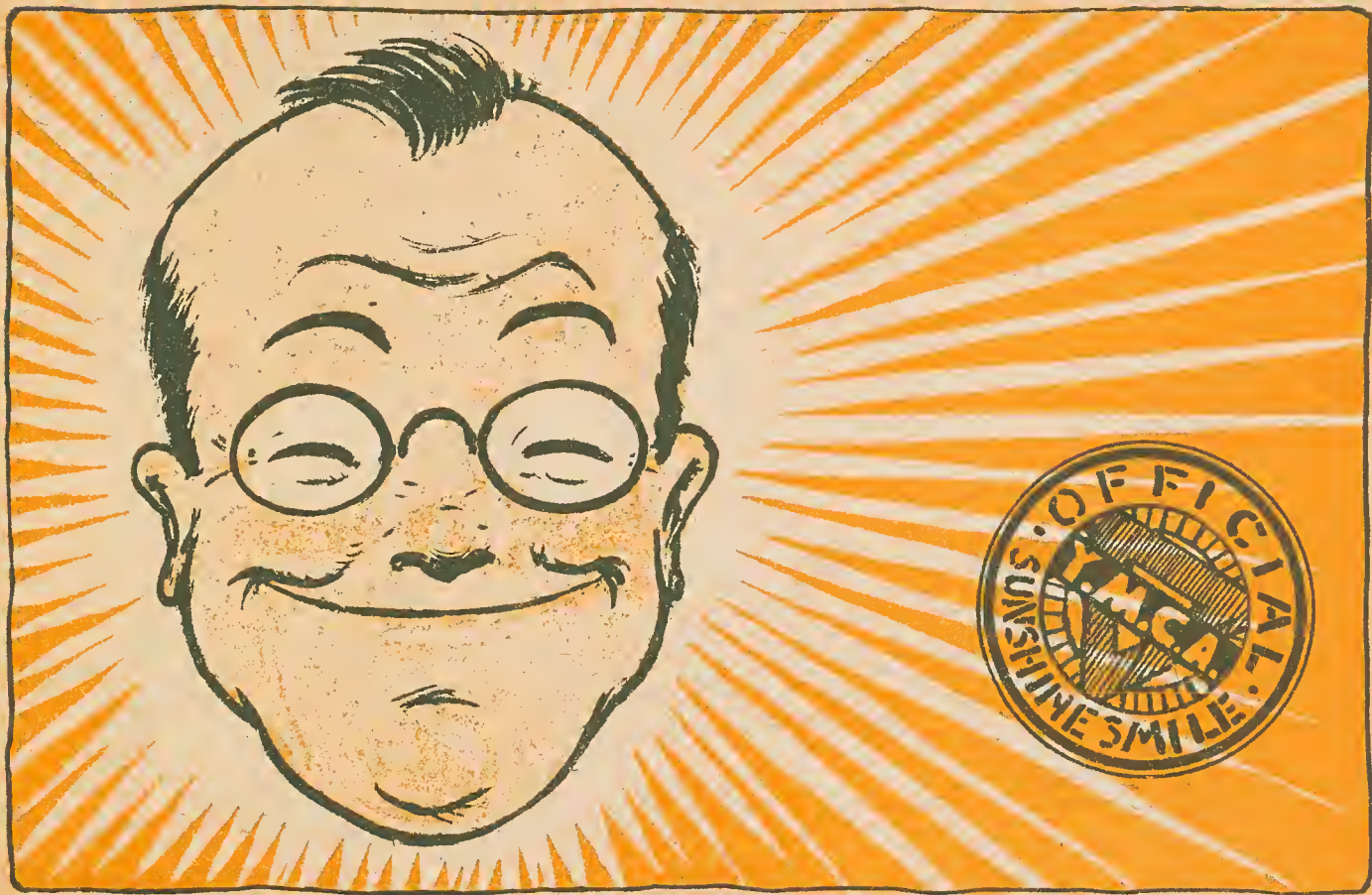
COMPILED WITH THE COLLABORATION  
OF THE A.E.F. BY  
**HENRY MAYERS**  
FRANCE-1919



**O**UR Official Sunshine Smile was largely responsible for our overwhelming success in France. Before proceeding overseas, every "Y" worker received six weeks training to perfect this bliss-disseminating countenance.







**T**HE "Y" distributed millions  
of free cigarettes to the  
boys in France (at very rea-  
sonable prices.)



TO OUR BRAVE  
SOLDIER BOYS --  
GIFT OF THE  
SALEM SPINSTERS  
SEWING SOCIETY

GEE, I'M  
BUSTED

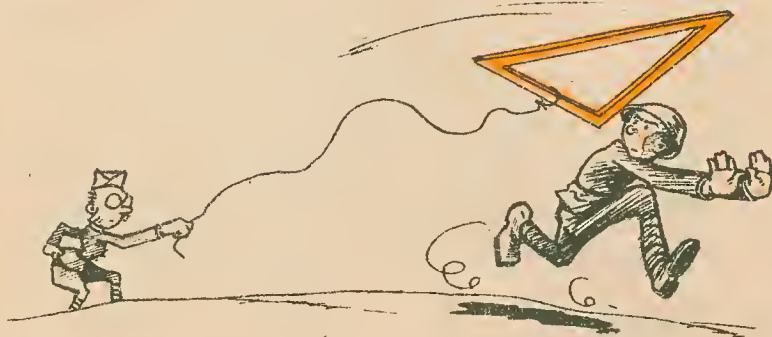
COME  
AROUND  
PAY-DAY

50  
CENTIMES  
PER  
PACK

KEEP  
SWEET



**T**HE men's spiritual needs  
were also looked after—  
even when they were too bashful  
to request it.

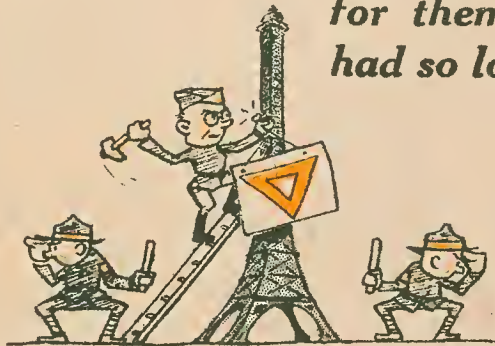




BOYS - LET US ALL JOIN TONIGHT  
IN LEARNING THIS NEW HYMN  
NO. 427 IN THE RED BOOK



**A**LL through the war we had a large corps of workers in Paris to look after the lonesome soldiers there. But through some stupid oversight of G. H. Q. very few A. E. F. men were allowed in Paris until after the war (how provoking !). However, it no doubt cheered the boys in the large, desolate camps to read in the Paris newspapers all that was being done for them with the funds their folks at home had so lovingly contributed.







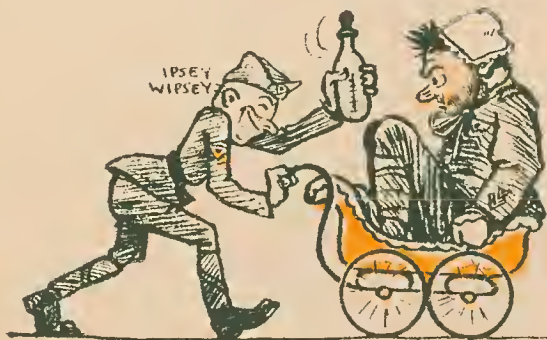


**A**T THE front we also had trained war dogs to help the men going over the top. And our brave secretaries frequently had to carry out their noble work under fire (about 30 feet under).





**I**N EVERY possible way we  
cheered and entertained our  
dear, homesick lads.







**T**HE accomplishments of our  
workers were positive mi-  
racles : witness the Feeding of  
the Multitude on a Single Loaf.





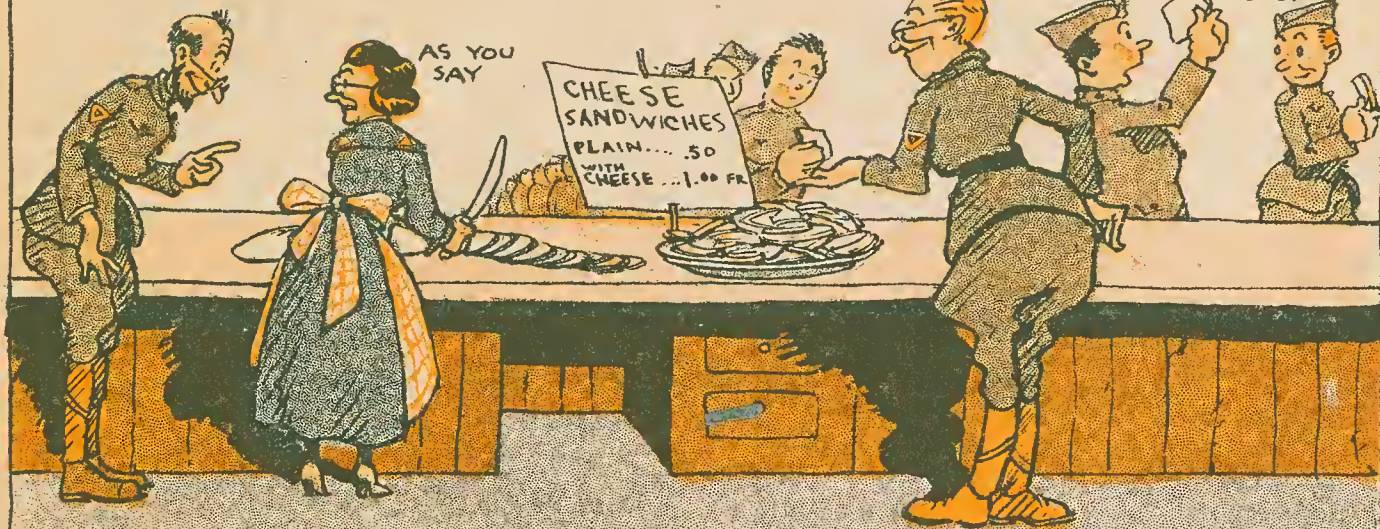
REMEMBER,  
YOU MUST GET  
AT LEAST FIFTY  
SLICES OUT OF  
THAT LOAF

AS YOU  
SAY

CHEESE  
SANDWICHES  
PLAIN.....50  
WITH  
CHEESE ....1.00 FR

I CAN SEE  
LIGHT THRU  
MINE

CAREFUL YOU  
DONT CUT YOUR  
FINGER ON THE  
EDGE!



**S**OME of the finest hotels in French cities were taken over by the "Y" and run for our poor, underpaid officers at half the prices charged by civilian hostels. These latter were frequently patronized by extravagant, high salaried Doughboys, whose luxurious tastes (silly dears!) were not to be satisfied with the "Y"'s economical accomodations for En-listed Men.







**T**HERE can be no question  
as to the popularity of  
the Y. M. C. A. : our huts were  
crowded every minute they were  
open.





MOVIES TONIGHT  
"THE FISHERMAN'S DAUGHTER"  
2 REELS IN ABOUT 43 PARTS  
THIS FILM IS OF SPECIAL HISTORICAL  
INTEREST, HAVING BEEN FIRST  
EXHIBITED BACK IN 1898

SA-AY! IS THIS  
A CANTEEN-SALE  
OR AN AFTERNOON  
SOCIALE?

WHERE'S  
THE REST OF THE  
COUNTER-  
JUMPERS?

IT LOOKS LIKE I'LL  
BE A.W.O.L. BEFORE  
I GET THERE

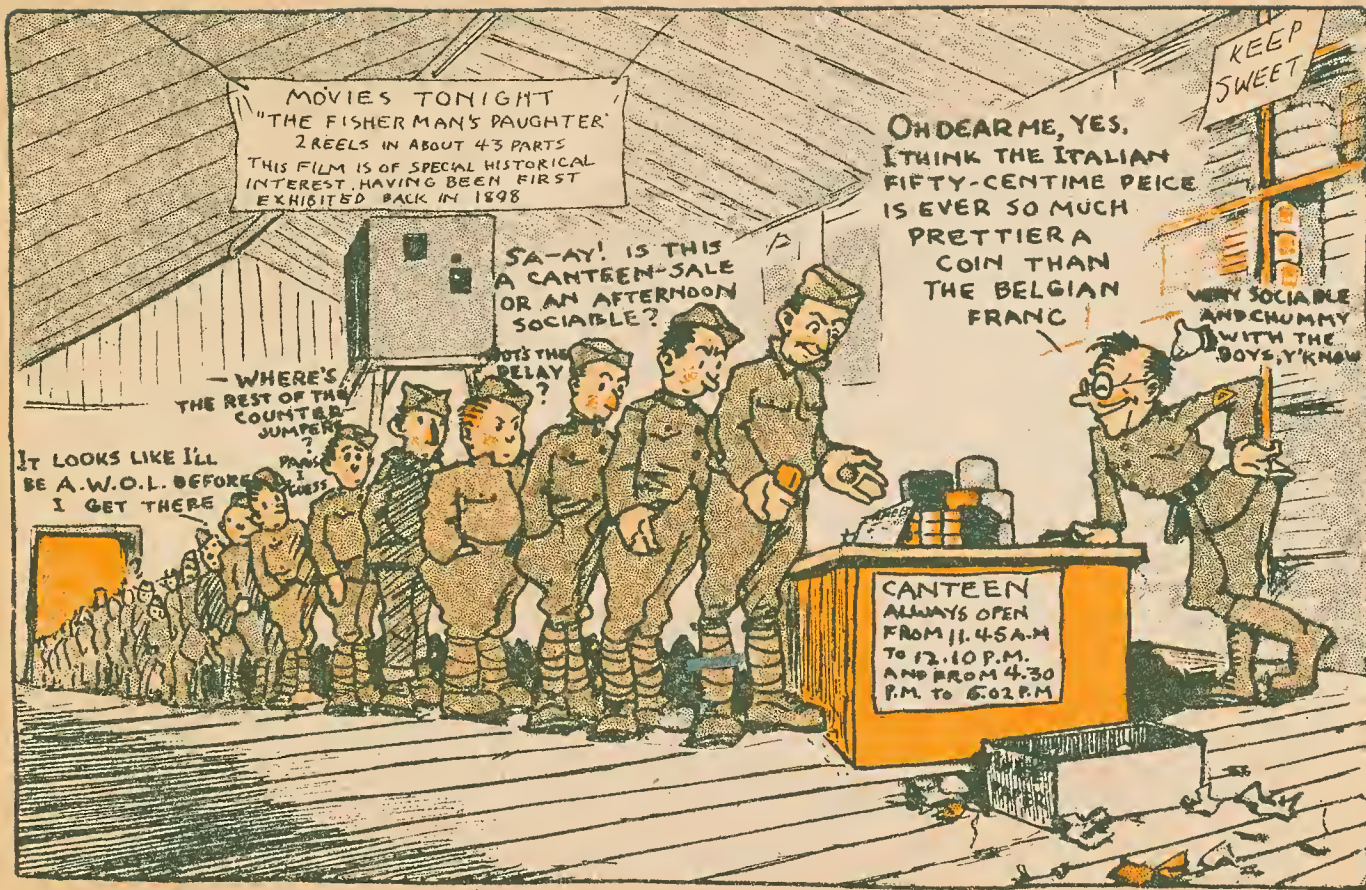
WHAT'S THE  
DELAY?

OH DEAR ME, YES.  
I THINK THE ITALIAN  
FIFTY-CENTIME PEICE  
IS EVER SO MUCH  
PRETTIER A  
COIN THAN  
THE BELGIAN  
FRANC

VERY SOCIALE  
AND CHUMMY  
WITH THE  
BOYS, Y'KNOW

KEEP  
SWEET

CANTEEN  
ALWAYS OPEN  
FROM 11.45 A.M.  
TO 12.10 P.M.  
AND FROM 4.30  
P.M. TO 6.02 P.M.



**O**UR financial affairs were administered with scrupulous accuracy. In fact, in many ways we followed the same practices employed by the largest modern business organizations.

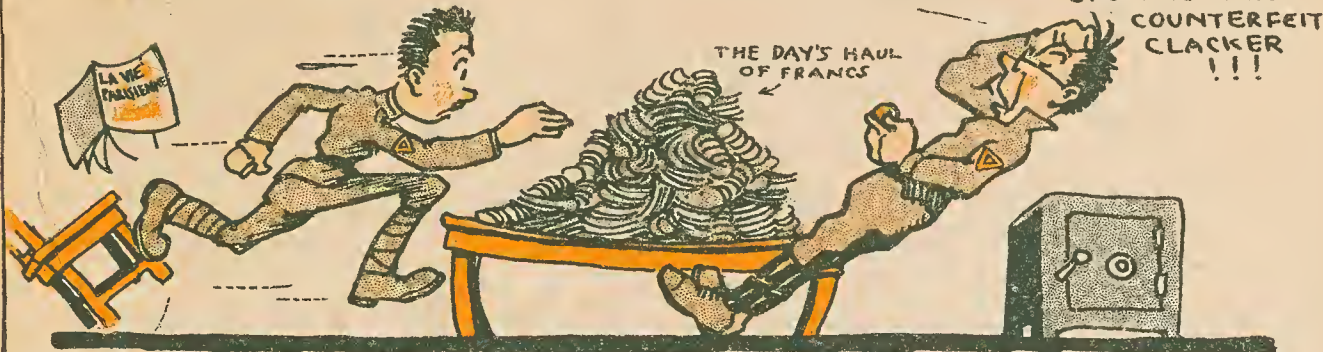




GRACIOUS! EDGAR,  
WHAT HAS HAPPENED?

OH, LORD, WHAT A CALAMITY! OH HEAVENS,  
WHAT SHALL BE DONE? SOME VILE,  
CONSCIENCELESS DOUGHBOY HAS FOISTED  
UPON US THIS  
COUNTERFEIT  
CLACKER  
!!!

THE DAY'S HAUL  
OF FRANCS

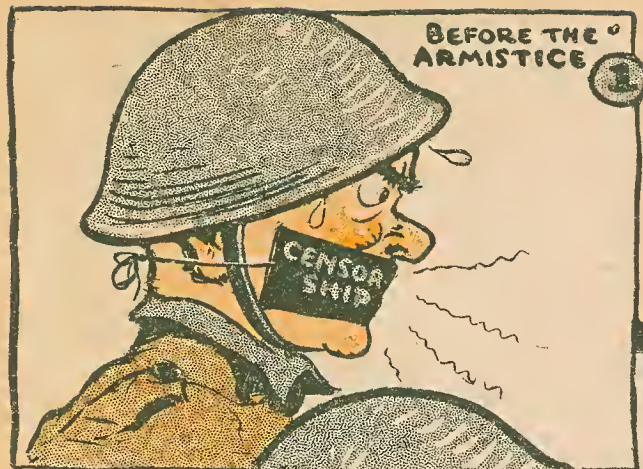


PUBLICITY  
DEPARTMENT



**A**T FIRST there was practically no criticism of our work for the men. And whatever complaints were heard later were immediately tended to.









# FINIS

